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E-Commerce on Fashion Business

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Abstract. The purpose of this study is to identify developments and opportunities by using technology as well as the benefits of e-commerce on the fashion business. To support this research, this study used a descriptive method by describing the situation. The results of this study show the extent of technological developments and opportunities on the fashion business. This study also discusses the ease the use of e-commerce for sale fashion products that will be carried out by companies using e-commerce technology.

1. Introduction

E-commerce influence social and economic life throughout the world. It uses as a tool to trade (sales, purchases, exchanges of production, services, and information) as well as a tool to interact with customers. Online shipping is more accurate than the convetional one [1]. Doing a business using the internet and e-commerce is growing rapidly right now. In the past few years, several large companies have succeeded in doing business by utilizing technology and the internet with a unique proposition from the company [2]. Fashion from time to time always changes regardless of style, season. Therefore, with the presence of e-commerce, transactions in sales are practical. Nowadays, many traders are trying to get more profit by using e-commerce, so that fashion designers have to work even harder to prepare more clothes design because of the increasing buyers [3].

E-commerce is continued to grow in the business world as a tool to improve marketing and commercial strategies. Factors that influence the public in making online purchases through e-commerce are the value obtained, trust, innovation provided, time savings, and safety in shopping. This certainly becomes important points by switching from trading conventionally to e-commerce [4]. The existing transaction processes in e-commerce can lure buyers to a transaction through the internet [5]. Many Korean online fashion distributors who take advantage of the Chinese online market are offering a free listing feature to make sellers interested to become a business partner [6]. However, there are also negative influence in doing e-commerce, such as excessive packaging, delivery or return of goods will take time, also a lot of waste scattered in the environment [7]. In fashion industries, the statistics of using e-commerce as a marketing tool is promising. However, many are still doing it conventionally [8]. In research conducted by Antonio, Federico, and Maria revealed that e-commerce can improve every innovation performance but does not have a significant relationship with business and operational work relationships. Every fashion company has a need to develop its business using strong market knowledge and awareness among competitors and customers before investing internationally [9]. All domestic and foreign businesses can be easily accessed by anyone and at any time with the presence of information technology. Various information, its development, and communication are easily obtained by the internet. The main function of the business by using this information technology is: the existence of information technology can guarantee the users' needs and

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the presence of information technology can produce benefits. Business in the field of information technology has a rapid growth and can generate profits quickly. Although it has a high risk, but is able to provide large profits. Therefore, many business people use information technology to market their products [10].

The purpose of this study is to identify developments and opportunities by using technology as well as the benefits of e-commerce on the fashion business. To support this research, this study used a descriptive method by describing the situation.

2. Method

Descriptive method was chosen as a method in writing this research. Other than that, we also used data collection and observation techniques that are related to this topic. Therefore, we could analyze fashion business opportunities by using the help of e-commerce.

3. Results and Discussion

In this digital era, the fashion business has experienced a rapid development to attract many customers. One of it is by using e-commerce that can make the transactions easier. Other than that, the existence of e-commerce can be profitable for sellers. Therefore, the opportunity to use e-commerce on the fashion business world is promising (see Figure 1).

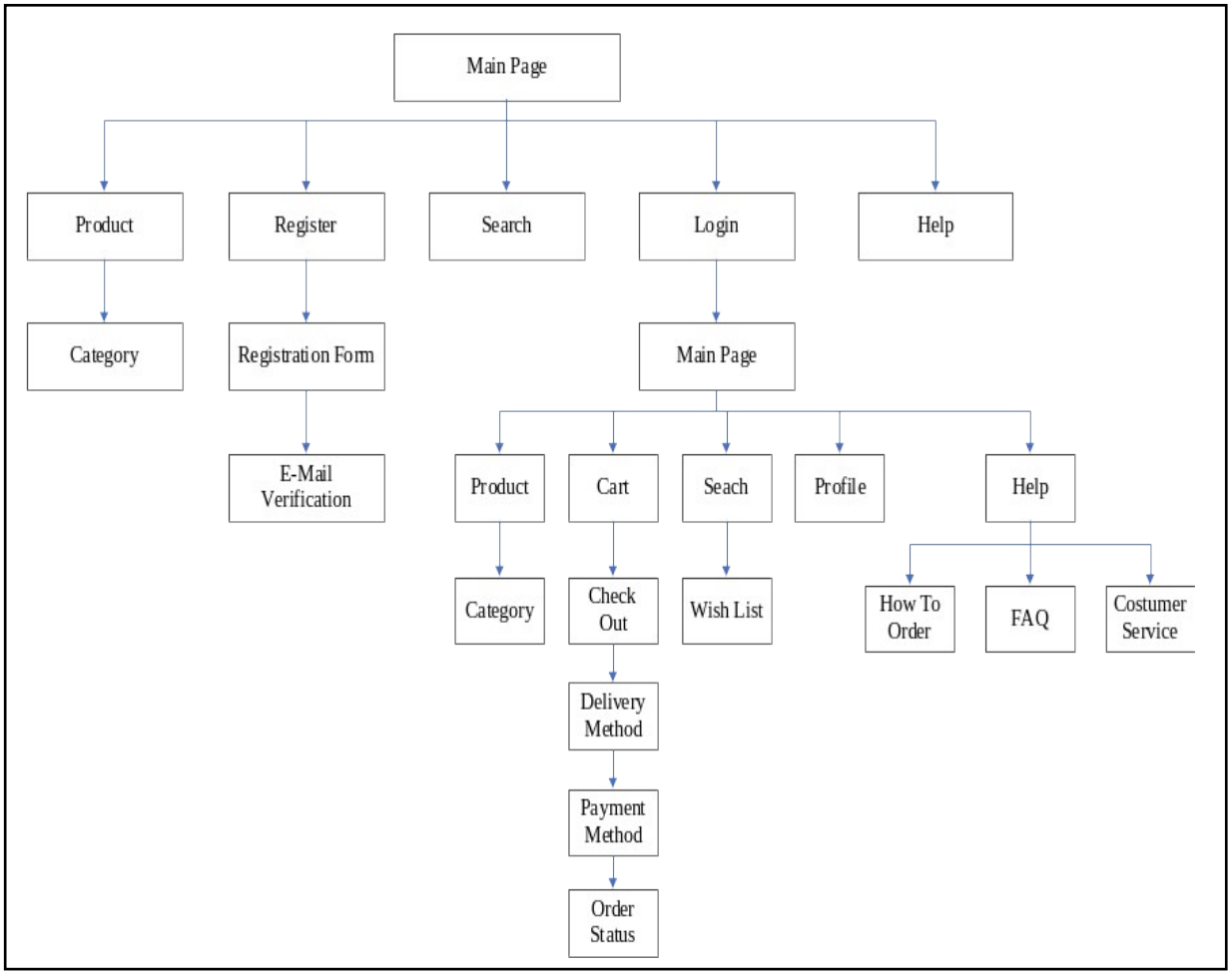

Figure 1. Structure Menu

In Figure 1, there is a menu structure that we described on the initial page when the user uses an e-commerce website. On the home page, several menus will appear, such as product, registration, search, login, and help. First, users are expected to log in first. However, if they don't have an account,

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users must register first. After that, the user selects the product to choose the desired product, then the order process will continue according to the users' need (see Figure 2).

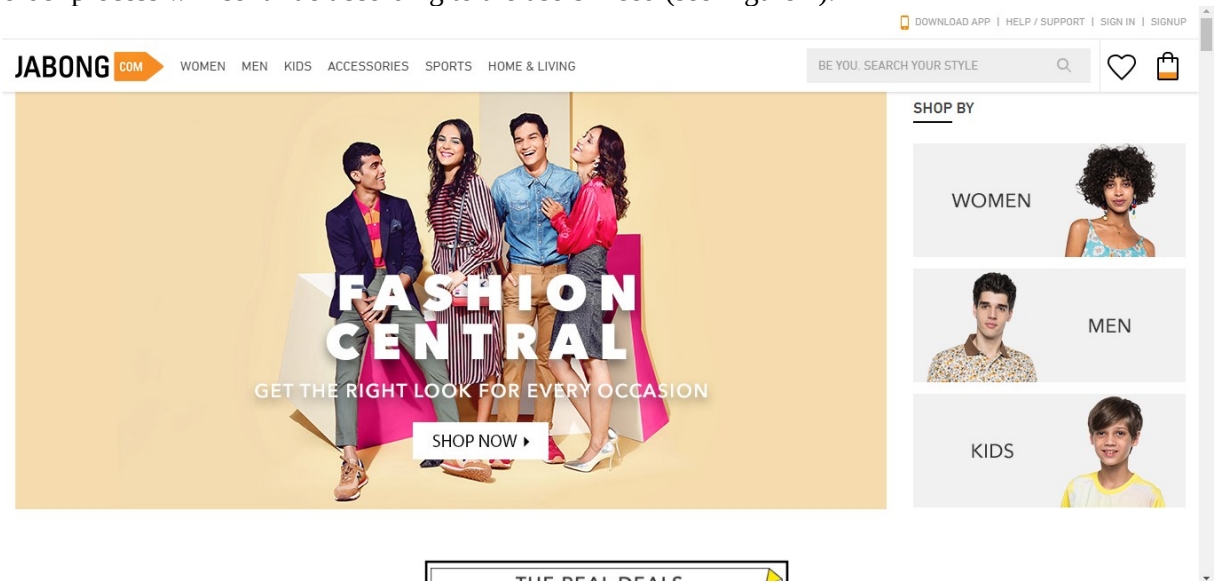

Figure 2. Main Page

In this main page, there are menu and submenu that can be selected by the user. First of all, to make transactions on this e-commerce, the buyer must create an account first. Many products offered in e-commerce, especially in the fashion sector. The main appearance is attractive and neat. This also becomes one of the opportunities for sellers to attract more customers, especially in the fashion sector (see Figure 3).

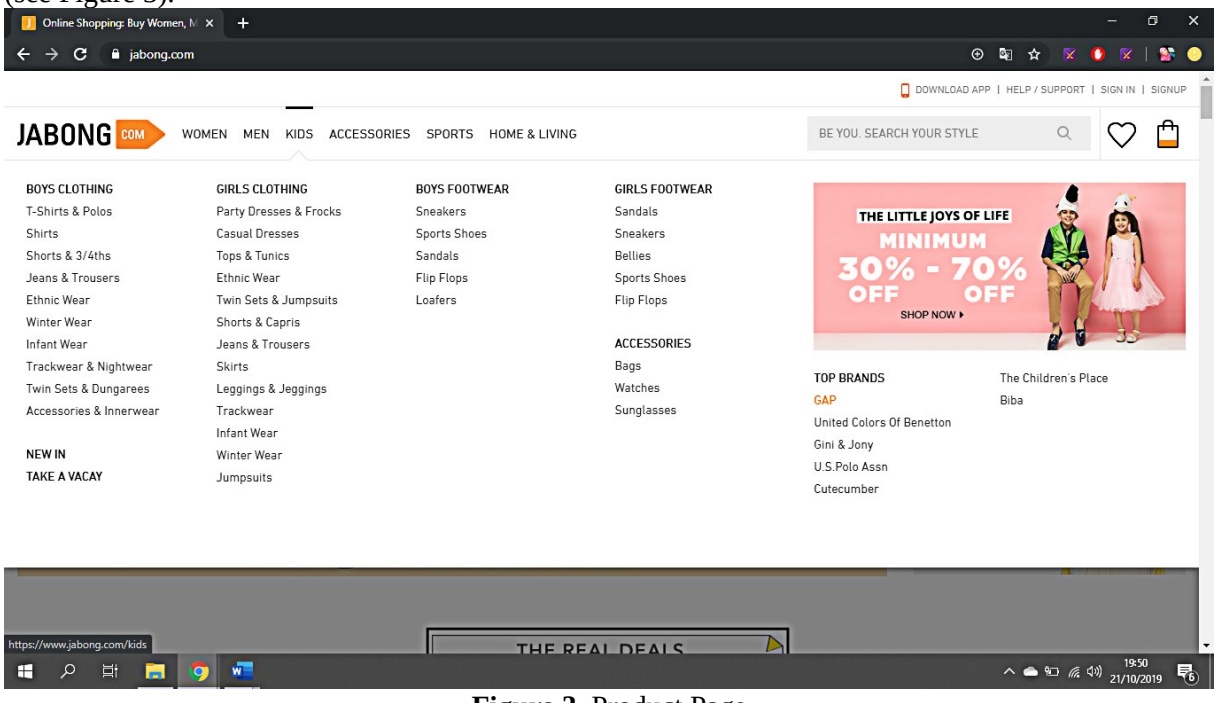

Figure 3. Product Page

In this product page, there are many choices that potential buyers can choose. If you choose one of the menus, a new page will appear. This page is interesting because it displays a promotion or discounts on certain items as a tool to attract more customers (see Figure 4).

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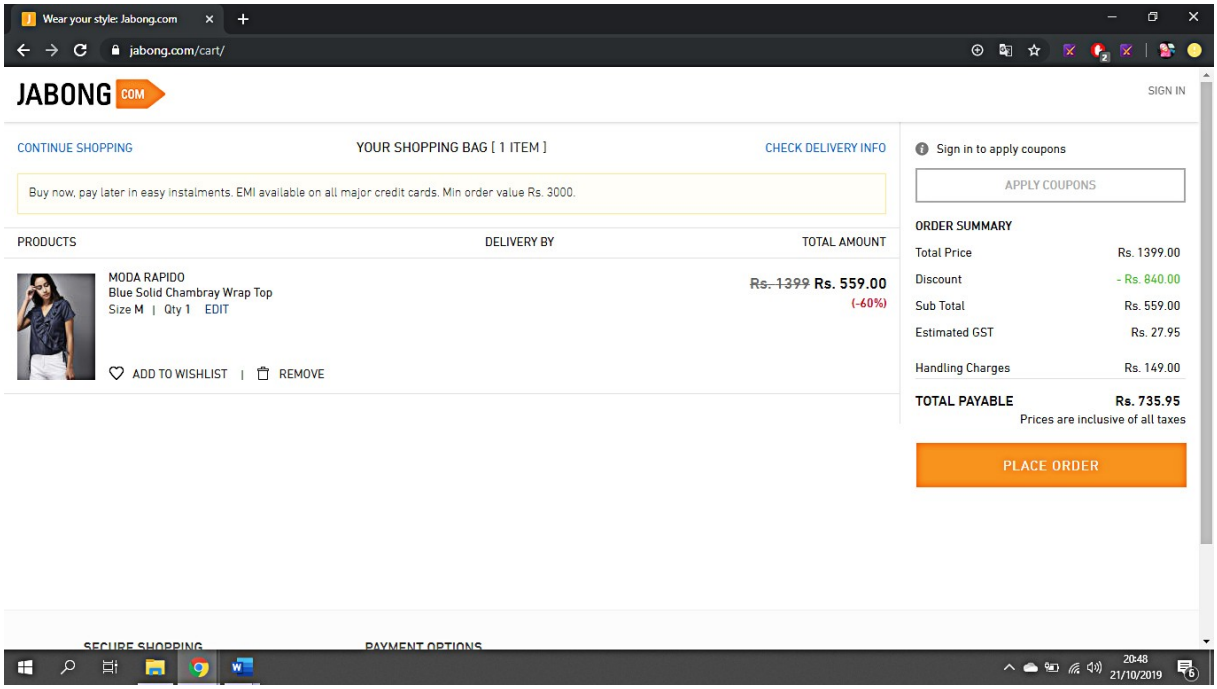

Figure 4. Product Details Page

In Figure 4, it described size, price, total price to be paid, discounted prices, and also product details. After compeliting it, the buyer must immediately make a transaction using the available methods, for example payment via bank transfer (see Figure 5).

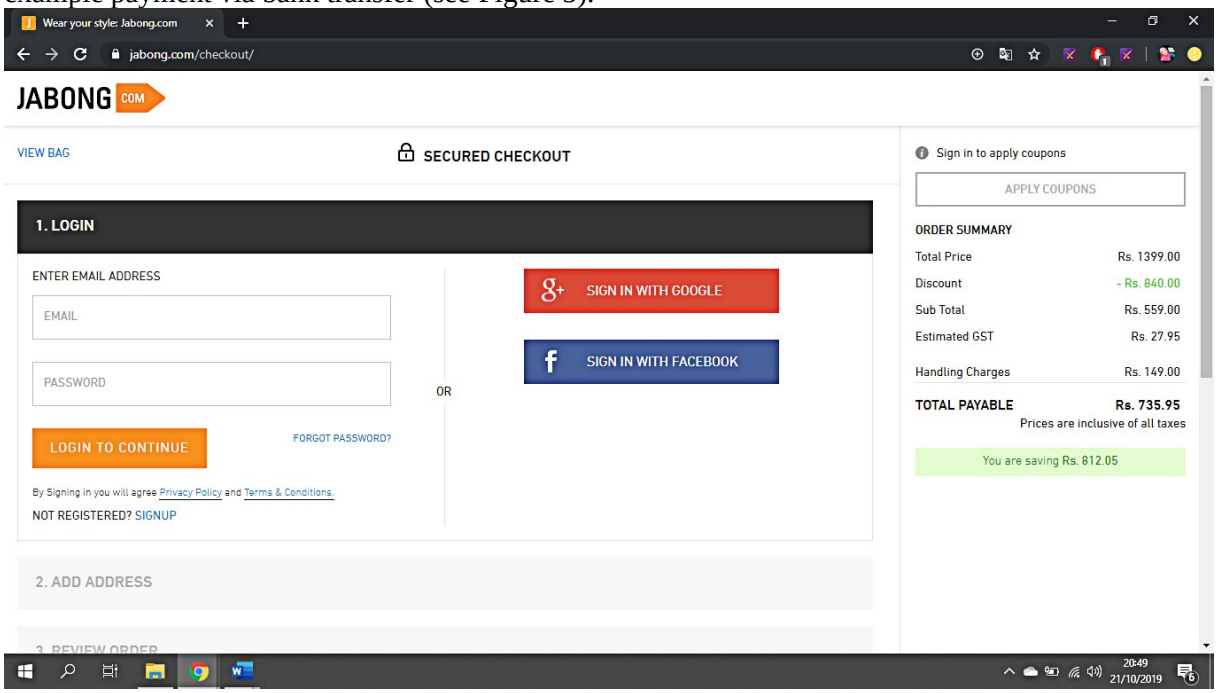

Figure 5. Check Out Page

In this check out page, the buyer is required to fill in the form provided as shown above. After the order process is complete, the buyer must pay the product, which will be automatically verified directly on the system if the buyer has made the payment (see Figure 6).

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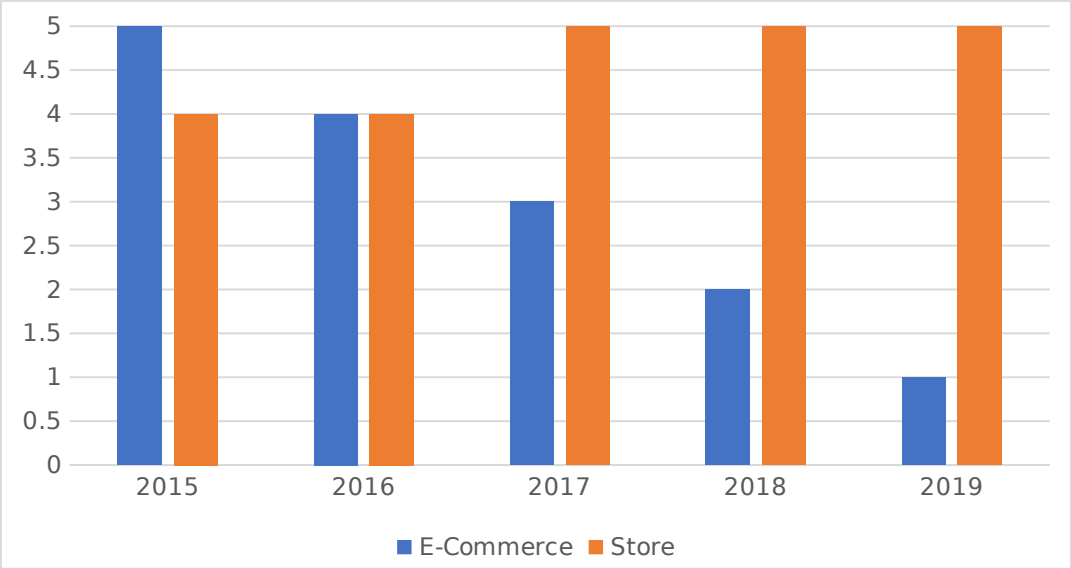

Figure 6. Clothing Buyers Chart

Based on the figure 6, it can be concluded that many people are interested to purchase something through online. It is because convenience and easier as it does not need much energy and waste time.

4. Conclusion

Opportunities with the developments of information technology, such as e-commerce greatly facilitate human work. For the seller, it is more convenient because everything could be done using e-commerce and benefit them. As for the customers, using e-commerce is more affactive because it saves a lot of times.

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